

Partner With the Largest  
University Hackathon in North Texas

# HackUTD 2017

*Sponsorship Document*

February 4-5, 2017  
Location: UTD Campus

# What is HackUTD?

HackUTD is an annual hackathon hosted at The University of Texas at Dallas. Students from UT Dallas and around the country come to HackUTD where they work to develop their own web, mobile, and hardware projects for 24 hours. Here, students can realize the full potential of the skills they've curated in class and from their hobbies, while learning what it is like to collaborate and adapt in a high-speed environment.

## Why Sponsor?

As the only major collegiate hackathon hosted in the Dallas/Fort Worth area, HackUTD will attract the very best students from one of the top schools for engineering and computer science in the State of Texas as well as top students from around the nation. Sponsorship lets companies and organizations interact directly with this talent pool via tech talks, freebies, branded prizes, and more. Working together towards the success of our third hackathon also enables us to plan for bigger and better hackathons in the years to come, so companies who continue to work with us get to influence an increasingly bigger pool of talent. The event will also feature press coverage, making sponsorship a great way to increase your company's presence.

## Maximizing Sponsorship Benefit

Sponsorship isn't only a way to advertise, but also a way to help your potential employees learn and hone new skills. Here are some ways to achieve both:

- Having engineers and mentors present is highly encouraged. Have students interact with mentors and engineers so they can learn from and about your company. Direct communication with the students is a great way to develop a good reputation with students.
- Bring your API or product to HackUTD and let students hack on it. Present it at our kickoff if you'd like\*. Having hundreds of students look at your product and hack on it is a great way to get feedback on it while also getting exposure. Offer prizes\* for students who use your API or product so they're incentivized to try it out.
- Send us some cool branded swag to distribute. College students love freebies. Bring your t-shirts, pens, laptop stickers, and more to increase brand recognition at the event.
- Host events with us after HackUTD is over. It's a great way to keep up the exposure to your company even after the event. Just stay in touch with us afterwards!

# Sponsorship Tiers

Below are the different ways in which you can contribute to HackUTD:

PERK	START UPS (\$1000)	KILO (\$2500)	MEGA (\$5000)	GIGA - 7 (\$10,000)	TITLE - 1 (\$20,000)
Logo on Site and Shirts	●	●	●	●	●
Sponsored API Prizes	●	●	●	●	●
Minigames			●	●	●
Résumé Access			●	●	●
Sponsored Meal Events			●	●	●
Sponsored Booth			●	●	●
Tech Talks				●	●
Demographic Résumé Data				●	●
Sponsored Entertainment				●	●
Time on Stage at Kickoff				●	●
Private Interview Rooms					●
Universal Branding					●
Keynote Speaker					●

Bringing swag and mentors is highly encouraged. We'll reduce your payment by \$250 for bringing swag and \$250 for bringing mentors.

## SWAG GIVEAWAY

Send us your company's freebies such as shirts, pens, stickers, etc. to distribute. Students love them and they're great for brand recognition or for standing out at the event.

## SEND MENTORS

Send mentors to help out students with their projects, also giving your company one-on-one time with students.

## LOGO ON SITE & SHIRTS

Have your logo featured on the hackathon's official website and t-shirt as a sponsor of HackUTD, as well as in the program for the event.

## SPONSORED API PRIZES

Showcase your API and bring a prize for students who use it in their projects.

## MINIGAMES

Have small technical challenges for students to complete during the hackathon and help them along the way. The challenges can be whatever you'd like!

## RÉSUMÉ ACCESS

Gain access to the resumes of our attendees, making recruiting great candidates easy.

## SPONSORED MEAL EVENTS

Meals such as the opening lunch and food trucks will showcase your brand.

## SPONSORED BOOTH

Set up a booth at the hackathon for students to visit and get info on your company.

## TECH TALK

Host a talk to interested students about your company or the technologies you use. Feel free to even teach students a technical skill.

## DEMOGRAPHIC RÉSUMÉ DATA

In addition to resumes, sponsors will also have access to student demographics such as degree type, education level, and projects they have worked on.

## TIME ON STAGE AT KICKOFF

Come on stage at the kickoff ceremony for a quick 5 minute introduction of your company and the things you do.

## PRIVATE INTERVIEW ROOM

Interview extraordinary students at the hackathon for job openings or internships.

## UNIVERSAL BRANDING

Have your organization or company regarded as a co-host for the entire event, which includes the best ad placement, featured mentions, and more.

## KEYNOTE SPEAKER

Have a representative kick off and/or finish the event as a featured guest.



HackUTD

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